

ABSTRACT

A column assembly for a display frame structure. The structure includes an open parallelliped box frame structure having a plurality of frame segments coupled with a pair of end webbing members. An extension module, in the form of a hollow geometrically shaped sheet metal enclosure, may be coupled at one end of the box frame structure to form the column assembly. The parallelliped box frame structure and extension module are capable of removably connecting with the other similar elongated box frame structures and extension modules to achieve a multiplicity of various display frame configurations.